



# Information

GREAT CITIES SYMPOSIUM 2024

## About the Great Cities Symposium

Scenic Jacksonville's Great Cities Symposium is an annual program for civic and business leaders which aims to inform, educate and spark community conversations about the vibrancy of peer cities and how Jacksonville can learn from their successes and challenges and implement initiatives and solutions for the benefit of our community.

The event provides an enjoyable, social evening with an engaging featured speaker and conversations around how we create a more vibrant, successful city for today and for future generations. Cocktails, hors d'oeuvres and desserts are provided.

Prior speakers were AG Lafley, former CEO of Procter & Gamble in 2023; Bob Buckhorn, former Mayor of Tampa in 2022; Ron Littlefield, former Mayor of Chattanooga in 2021; and Joe Riley, former Mayor of Charleston in 2019.

## Great Cities Symposium 2024

Speaker:	Carol Coletta, CEO, Memphis River Parks Partnership --A national figure in the revitalization cities and public spaces --Served in senior leadership positions with the Kresge Foundation, Reimagine the Civic Commons, the Knight Foundation, and the Mayors' Institute on City Design.
Date:	Thursday, October 10 <sup>th</sup> from 5:30pm – 8:00pm
Location:	Garden Club of Jacksonville, 1007 Riverside Avenue
Expected Attendance:	350 civic and business leaders and engaged citizens
Tickets:	\$120 per person

Visit our website at: [www.scenicjax.org](http://www.scenicjax.org) to see more information about the Great Cities Symposium.

**Contact:** Nancy Powell, [nancy@scenicjax.org](mailto:nancy@scenicjax.org), (904) 608-3792

## Platinum Sponsorship - \$10,000

- Presenting rights to Symposium.
- Recognition on website and digital promotion for the Symposium
- Full page advertisement in Symposium program
- Company logo or individual name(s) appearing on large screen at Symposium
- Two seats at private River Club lunch with speaker
- Eight tickets to Great Cities Symposium

## Gold Sponsorship - \$5,000

- Recognition on website and digital promotion for the Symposium
- Half page advertisement in Symposium program
- Company logo or individual name(s) appearing on large screen at Symposium
- Two seats at private River Club lunch with speaker
- Six tickets to Great Cities Symposium

## Silver Sponsorship - \$2,500

- Recognition on website and digital promotion for the Symposium
- Quarter page advertisement in Symposium program
- Company logo or individual name(s) appearing on large screen during Symposium
- Four tickets to Great Cities Symposium

## Bronze Sponsorship - \$1,000

- Logo recognition on website, in digital promotion, and in the Symposium program
- Company logo or individual name(s) appearing on large screen during Symposium
- Two tickets to Great Cities Symposium

## Marketing Info

- Send logo files in .eps and .jpg formats along with any special instructions.
- Ad sizes: Ad files must be 300 dpi
- Platinum Sponsor | Full page | w 5" x h 7.5"
- Gold Sponsor | Half page | w 5" x h 3.75"
- Silver Sponsor | Quarter page | w 2.5" x h 3.75"

**Contact:** Nancy Powell, [nancy@scenicjax.org](mailto:nancy@scenicjax.org), (904) 608-3792



# Become a Sponsor

CONFIRMATION AND PAYMENT

## Sponsorship Level

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## Instructions

Please scan and return form to: Nancy Powell, [nancy@scenicjax.org](mailto:nancy@scenicjax.org).

You may charge your sponsorship via the donation page at [www.scenicjax.org/donate](http://www.scenicjax.org/donate).

Please let us know if you plan to do so.

Send logo files in .eps and .jpg formats along with any special instructions.

Ad sizes:     Platinum Sponsor | Full page | w 5" x h 7.5"

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## Speaker Bio

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### Carol Coletta

President and CEO of the Memphis River Parks Partnership

Carol Coletta is a national figure in the revitalization of cities and public spaces. Since 2017, she has served as president and CEO of the [Memphis River Parks Partnership](#), a public-private partnership responsible for five miles of public property along the Mississippi River in downtown Memphis, Tennessee. Its mission is to work with and for the people of Memphis to trigger the transformative power of the river.

In September, 2023, the City of Memphis and the partnership celebrated the opening of [Tom Lee Park](#), a newly transformed 31-acre riverfront park running along the Mississippi River. Designed by Studio Gang and SCAPE, with substantial community engagement and concept planning, the park is the centerpiece of the city's riverfront and a national model for welcoming and ecologically restorative urban parks.

Carol came to the partnership from [The Kresge Foundation](#) where she was a senior fellow in the foundation's American Cities Practice. She led a \$50+ million collaboration of national and local foundations, local nonprofits and governments to [Reimagine the Civic Commons](#) in five cities. It is the first comprehensive demonstration of how a connected set of civic assets – a civic commons – can yield increased and more widely share prosperity for cities and neighborhoods.

She was formerly vice president of Community and National Initiatives for the [John S. and James L. Knight Foundation](#) where she managed a portfolio of more than \$60 million annually in grants and a team of 18 in 26 communities to drive success in cities, including the inquiry into the value of economic integration on America's cities and how to achieve it.

Carol led the two-year start-up of ArtPlace, a unique public-private collaboration to accelerate creative placemaking in communities across the U.S. and was president and CEO of CEOs for Cities for seven years. Previously, she served as executive director of the [Mayors' Institute on City Design](#), a partnership of the National Endowment for the Arts, U.S. Conference of Mayors and American Architectural Foundation. She also ran a Memphis-based public affairs consulting firm, Coletta & Company, where she served business, foundations, nonprofits and government on the broadest range of civic issues.

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